

The Radio Marketing Professional (RMP)

The Radio Marketing Professional Course is not just entry-level, it's an all-level course for sellers who need a back-to-basics approach. Even those with years of sales experience are facing unprecedented changes in all aspects of our business. The availability of platforms and advertising tactics, the consumer path to purchase, prospecting, presentations, all stages of the sales process are facing changes. This course was designed to address those changes and give sellers at any level a fundamentals approach to selling.

RAB Radio Marketing Professional Course modules:

Class 1: The Role of a Radio Marketing Consultant:

Anyone who has ever had a bad experience with a pushy, arrogant, money-hungry, obnoxious salesperson already has a sense of the difference between traditional selling and consultant-style selling. This class covers key concepts behind consultant style selling.

Class 2: Prospecting – Finding and Evaluating Prospects:

As a Radio Sales Professional, you must effectively divide your time between the three MOST important daily activities: Asking for dollars, servicing your clients and PROSPECTING. This class will help you develop an effective prospecting strategy.

Class 3: Getting the Appointment:

Face-to-face meetings are the best way to understand prospects' unique situation, advertising objectives and media perceptions. So how do we get in front of the prospective client? Is there a better way? The answer is YES!

Class 4: How to Conduct a Great Client Needs Analysis:

The purpose of a good first-call appointment is to get enough information about the prospect to understand the prospect's needs and write a good proposal that provides a solution to the needs. The more information you learn, the better proposal you can write. And the better the proposal, the more likely the prospect will say "Yes".

Class 5: The Components of a Great Proposal:

Radio sales pros know a proposal is more than the station's latest package and a ranker. A good proposal serves many purposes. In this class, we'll explore the elements of great proposals... proposals that position you as a marketing partner and make closing easier.

Class 6: Features and Benefits:

Prospects don't care so much about the FEATURES of our radio station as they do about what BENEFITS they will receive from advertising on our station. You'll learn the difference between Features and Benefits and conclude by having powerful statements ready to present.

Class 7: Understanding Competitive Media:

When we talk about competitive media with the client, let's sound objective by sharing an advantage or two before sharing the disadvantages. In this class we'll discuss the key advantages and disadvantages of radio's major competitors.

Class 8: Why Radio:

Client benefits of using radio are outlined in this class. These are highlights you can use when talking and presenting to clients.

Class 9: Scheduling for Success:

How many commercials does it take to relatively assure success for the advertiser? Certainly, there are many variables, but in this class you will learn a system for determining how many commercials and how to schedule them as you prepare your recommendations to prospects.



Class 10: The Power of Creative:

A critically important element in the success of any advertising campaign is the quality of the creative; in other words, the effectiveness of the commercial. Learn the components to judge if your commercial is likely to work for the advertiser.

Class 11: The Best Presentations:

When it comes time to present our proposal, we'll present it in an engaging way, getting client agreement on each point. No, we'll not read it to the client. We could send it to the client on a fax machine if that were all we were going to do.

Class 12: Addressing Objections and Closing:

Wouldn't it be nice if every presentation ended with the prospect saying, "Yes"? The reality is, most times, the prospect will have an objection. However, it's important to remember that objections are good and a natural part of the closing process.

Class 13: Buyer Styles:

The personality styles of your clients and buyers are as diverse as your account list. Understanding various buyer types can be an important key to success. Learn to identify important personality characteristics that will lead to more sales...and learn the warning signs that can leave your sale out in the cold.

Class 14: Making Money with RAB Resources:

Many resources are available to members of the Radio Advertising Bureau. Are you taking advantages of all of them?

Class 15: The Fundamentals of Co-op Advertising:

Not using Co-op funding is like leaving free money on the table. In this class you'll learn how to find and read co-op plans while stretching your client's ad budget with co-op dollars other sellers miss.

Class 16: How to Find Alternative Revenue Sources:

More money was spent by U.S. companies last year on promotions than on advertising. Even if you go after a small percentage of their promotional dollars, it could mean significant increases in your billing.

Class 17: Goal Setting and Time Management:

By now you know what you want to do in sales, but there are so many things to do. How do we get everything done that we want to get done each day? Here is a system you can use to manage your time.

Online Final Exam:

There are 100 multiple choice questions.

